

IN THE CLAIMS:

Claims 43 and 51 are amended herein. Claims 59-72 are cancelled. All pending claims and their present status are produced below.

1-42. (Cancelled)

43. (Currently Amended) A system for carrying out an on-line group-buying sale of an item, the system comprising:

an e-commerce data processing system configured to provide the on-line group-buying sale of an item, the sale of the item associated with a price curve defined by prices of the item with respect to quantities of the item and a value curve defined by values of a non-price attribute of the item and quantities of the item, wherein the value of the non-price attribute of the item increases as more buyers make offers in the on-line group-buying sale and wherein the price of the item does not change in response to an increase in the quantity of buyer offers;

a buyer data processing system coupled to the e-commerce data processing system configured to receive buyer offers in the on-line group-buying sale of the item and to transmit the buyer offers to the e-commerce data processing system; and

a module configured to determine the price of the item in the on-line group buying sale responsive to buyer offers and the price curve.

44. (Cancelled) The system of claim 43 wherein the price of the item stays constant as the quantity of buyer offers increases.

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45. (Previously Added) The system of claim 43 wherein the non-price attribute of the item comprises an interest rate.

46. (Previously Added) The system of claim 43 wherein the item comprises a security interest.

47. (Previously Added) The system of claim 43 wherein the non-price attribute of the item comprises benefits associated with the item.

48. (Previously Added) The system of claim 43 wherein the sale of the item is further associated with an ignore curve defined by prices of the item with respect to quantities of the item; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

49. (Previously Added) The system of claim 43 wherein the buyer offer comprises an offer to purchase the item at a specific price and a specific value of the non-price attribute of the item.

50. (Previously Added) The system of claim 49 wherein the sale of the item is further associated with an ignore curve defined by values of the non-price attribute of the item and quantities of the items; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

51. (Currently Amended) A computer-implemented process for carrying out an on-line group-buying sale of an item, the process comprising the steps of:

providing the on-line group-buying sale of an item, the sale of the item associated with a price curve defined by prices of the item with respect to quantities

of the item and a value curve defined by values of a non-price attribute of the item with respect to quantities of the item, wherein the value of the non-price attribute of the item increases as more buyers make offers in the on-line group-buying sale and wherein the price of the item does not change in response to an increase in the quantity of buyer offers;

receiving buyer offers in the on-line group-buying sale of the item;  
transmitting the buyer offers to an e-commerce data processing system; and  
determining the value of the non-price attribute of the item in response to buyer offers and the value curve.

52. (Previously Added) The method of claim 51 wherein the price of the item stays constant as the quantity of buyer offers increases.

53. (Previously Added) The method of claim 51 wherein the non-price attribute of the item comprises an interest rate.

54. (Previously Added) The method of claim 51 wherein the item comprises a security interest.

55. (Previously Added) The method of claim 51 wherein the non-price attribute of the item comprises benefits associated with the item.

56. (Previously Added) The method of claim 51 further comprising:  
providing the on-line group buying sale of an item, the sale of the item associated with an ignore curve defined by prices of the item with respect to quantities of the item; and  
excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

57. (Previously Added) The method of claim 51 wherein the buyer offer comprises an offer to purchase the item at a specific price and a specific value of the non-price attribute of the item.

58. (Previously Added) The method of claim 57 further comprising:  
providing the on-line group buying sale of an item, the sale of the item associated with an ignore curve defined by values of the non-price attribute of the item with respect to quantities of the item; and

excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

59-72. (Cancelled)

73. (Previously Added) A computer-implemented process for carrying out an on-line group-buying sale of an item, the process comprising the steps of:

providing the on-line group-buying sale of an item, the item including a price and a non-price attribute, wherein the price of the item changes as more buyers make offers in the on-line group buying sale and wherein the value of the non-price attribute increases as more buyers make offers in the on-line group-buying sale;

receiving buyer offers in the on-line group-buying sale of the item;

transmitting the buyer offers to an e-commerce data processing system;

determining the value of the non-price attribute of the item responsive to buyer offers; and

determining the price of the item responsive to buyer offers.

74. (Previously Added) The method of claim 73 further comprising specifying a value curve defined by value of the non-price attribute of the item and quantities of the items; and determining the value of the non-price attribute responsive to the value curve and buyer offers.

75. (Previously Added) The method of claim 72 wherein the price of the item decreases and the value of the incentive item increases as the quantity of buyer offers increases.

76. (Previously Added) The method of claim 72 wherein the price of the item stays constant as the quantity of buyer offers increases.

77. (Previously Added) The method of claim 72 wherein the value of the incentive item increases as the quantity of buyer offers increases.